



Steps to Healthier Aging

Better nutrition and increased physical activity are well within reach



Frequently Asked Questions

INTRODUCTION—BASIC FACTS

1. Who sponsors the You Can! Steps to Healthier Aging campaign?

The Administration on Aging (AoA) sponsors the *You Can!* Campaign.

You Can! Steps to Healthier Aging is the aging component of the U.S. Department of Health and Human Services' *Steps to a HealthierUS* initiative, which encourages Americans of every age to make healthier choices.

2. What is the goal of the You Can! campaign?

The goal of the campaign is to increase the number of older adults who are active and healthy.

3. What is the objective of the campaign?

AoA will partner with at least 2,000 community organizations to reach at least two million older Americans in two years (2-2-2 Objective). We will get out the message about the importance of improving nutrition choices and increasing physical activity.

4. What approach is being used?

AoA is using a partnership approach to mobilize communities. Together, we will create public awareness and make programs available to help older Americans improve their nutrition and increase their physical activity.

5. Why is AoA focusing on nutrition and physical activity?

Making positive changes in both food choices and physical activity can help prevent, delay, and even treat many of the leading chronic ailments among older Americans. Older adults who make wise food choices and are physically active tend to have better health and well-being. They are less likely to have heart disease, certain types of cancers, diabetes, anxiety and depression, stroke, and osteoporosis. They are less likely to have the risk factors for obesity, high blood pressure, and high blood cholesterol. They have lower death rates. They say that they feel more energetic. People who make better nutrition choices and are physically active on a regular basis are

more able to do the activities of daily life and continue to live on their own longer.

6. Who is eligible to join the campaign?

Community organizations across the country may participate as a **You Can! Partner**. This includes Aging Services and public and private community organizations, faith-based organizations, and health organizations including hospitals that directly interact with older adults. Examples include senior centers, nutrition providers, local health departments, local government, Parks and Recreation departments, faith-based organizations, and hospitals.

AoA also invites State Units on Aging, Area Agencies on Aging, title VI providers, universities, and national organizations to join the campaign as **You Can! Champions**. These are organizations that join because they are committed to activating and energizing the campaign.

7. What is the role of the Aging network?

AoA encourages members of National Aging Network to collaborate with key local stakeholders, such as Parks and Recreation, health departments, hospitals, faith-based organizations and others to champion and promote the *You Can!* campaign and the importance of healthier lifestyles among older adults.

8. When does You Can! partner enrollment begin?

You Can! partner enrollment will begin later this summer. AoA will announce the opening of partner enrollment on its Web site and will send an announcement to organizations in the Aging network and to persons on the *You Can!* and the AoA eNews mailing lists.

9. Who are AoA's federal partners in the campaign?

The Assistant Secretary for Aging, Josefina G. Carbonell announced three federal partnerships at the 2nd Annual *Steps for a HealthierUS* Summit in Baltimore, Maryland on April 30, 2004:

- The Centers for Disease Control and Prevention;
- The National Institute on Aging; and
- The President's Council on Physical Fitness and Sports.

HOW DOES THE YOU CAN! CAMPAIGN WORK AND WHY GET INVOLVED?

10. What is AoA asking of community partners?

AoA is asking community partners to:

- ✓ Tell your community about the importance of making healthier lifestyle choices.
- ✓ Offer older adults information about improving both nutrition choices and increasing physical activity.
- ✓ Look for ways to implement nutrition and physical activity programs and activities for older adults.

The campaign is designed both for organizations already doing these things and for those just getting started.

11. Who is the target population or audience?

The target population is older Americans who are ready to make lifestyle changes to improve their health and participate in local nutrition and physical activity programs.

12. What are the key campaign messages?

The key campaign messages for older Americans are:

You can do it. Making better food choices and being more physically active are well within reach. You only need to follow a few simple steps a day.

Medical evidence shows that most older people who get a moderate amount of regular physical activity and eat right are more likely to be healthy and feel better.

13. Why should community organizations get involved?

By becoming a *You Can!* partner, your organization can take another step to help older Americans make healthier lifestyle choices. Join the campaign. Get recognized for what your organization is already doing. Get ideas and tools for new activities and programs.

Together we can encourage older adults to lead more vital lives. It's easy to participate in the *You Can!* campaign.

14. What are the benefits of becoming a *You Can!* partner?

By becoming a *You Can!* partner your organization can:

- Promote your organization to a wider audience.
- Highlight your current programs and activities.
- Network with other organizations.
- Receive the exclusive *You Can!* toolkit.
- Get recognized as a *You Can!* partner.

HERE'S WHAT WE'VE GOT TO HELP YOU

15. What does AoA offer its community partners?

To help partnering community organizations, AoA will:

- Send you outreach tools and information;
- Invite you to participate in national events;
- Offer you ways to network with other organizations; and
- Recognize your organization as a *You Can!* partner.

Tools and Information

- The exclusive *You Can!* Toolkit. Includes graphics for branding local programs, publicity guide, and educational materials.
- Examples of nutrition and physical activity programs.
- Online "Partner-only" area of the *You Can!* Web site.

Ways to Network

- A partnership directory. Tell partners about what you do to encourage wise nutrition choices and physical activity among older adults. Learn about what others are doing and find contact information.

Recognition

- A list of partners. Get listed as a *You Can!* partner and in the partnership directory on our Web site.

Events

- The opportunity to participate in challenge events. Get your community involved. Host friendly competitions between local programs or organizations in your community or challenge other towns or cities in your state.

HOW CAN YOU GET INVOLVED IN THE YOU CAN! CAMPAIGN?

16. How can you sign up to become a partner or get information?

When enrollment begins September 1 just enroll online at www.aoa.gov/youcan. If you do not have access to the Internet, you may call or write to have an enrollment form sent to you at:

Department of Health and Human Services
Administration on Aging
Washington, DC 20201

Tel. (202) 619-0724

E-mail: aoainfo@aoa.gov

17. How can I get on the You Can! mailing list?

Anyone can sign up for the *You Can!* campaign mailing list and receive updates list by visiting:

http://www.aoa.gov/youcan/org/yc_subscribe.asp.

Click on the *You Can!* enrollment Email Alert button to be notified about when the *You Can!* partners enrollment officially begins and to receive future updates.

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